

EVENT DESCRIPTION SHEET

PROJECT			
Participant:	10114382 – LATVIJAS UNIVERSITATE (LU)		
PIC number:	99987183		
Project name and acronym:	CAMINO		
EVENT DESCRIPTION			
Event number:	WP13 – Europe celebration tele bridge EU20 flash mob		
Event name:	EU20 flash mob «Ode to Joy»		
Type:	Flash mob performance dedicated to celebration of Europe Day		
In situ/online:	Online		
Location:	Shooting venues selected individually by partners		
Date(s):	Filming took place from 23 – 27 April, video premiere release on 9 May 2024		
Website(s) (if any):	https://universities4culture.eu/en/projects/documents/eds/		
Participants			
Female:	260		
Male:	90		
Preferred not to say:	16		
From country 1 Latvia:	47		
From country 2 Poland:	37		
From country 3 Lithuania:	46		
From country 4 Estonia:	36		
From country 5 Hungary:	110		
From country 6 Czech Republic:	38		
From country 7 Slovakia:	44		
From country 8 Ukraine:	4		
From country 9 Azerbaijan:	1		
From country 10 Russia:	3		
Total number of participants:	358 participants from European Union countries and 9 from non-	From total number of countries:	7 European Union countries and 3 non-EU countries,

	EU countries, altogether 366 participants		altogether 10 countries
<p>Description</p> <p><i>Provide a short description of the event and its activities.</i></p>			
<p>The objective of WP13 was to connect all Europe celebration events in project partner countries by executing a tele bridge in the form of an international flash mob. The goal of the flash mob was to create a captivating and well-coordinated dance/ movement performance that effectively communicated the project's message on European integration and its defining achievements, generating excitement and leaving a lasting impression on the audience.</p> <p>The lead partner for this activity was Ludovika University of Public Service (UPS), supported by the University of Latvia and all other partner universities. UPS proposed the artistic concept for the flash mob performance, coordinated the partner involvement and contribution and organised the joint flash mob video production. The partners organised, coordinated and filmed their individual flash mob performances. UPS produced the mashup video of the flash mob performances which was simultaneously premiered during the European Day Celebration in the partner countries on 9 May 2024. The University of Latvia prepared the video versions for social media purposes.</p> <p>The overarching theme of the flash mob performance was joy, and the participants danced to the European anthem « Ode to Joy ». However, to stress Europe's unitedness in diversity, each partner decided on their individual arrangement and choreography of the performance, thus reflecting the uniqueness of their culture and tradition while joining the common activity. The arrangements chosen for the individual videos ranged from classical versions of the « Ode to Joy » to Latin, Jazz and Broadway musical rhythms. These individual traits are preserved in each country's videos which have been used for their communication events, but the mashup video used the classical arrangement performed by the UPS brass orchestra. After the joint and simultaneous premiere of the mashup video, it was broadly disseminated via the partner's social media channels and the project's Youtube channel. As a bonus, the UPS team managed to project the flashmob video in the Europe Day event, organised by the municipality of the 5th district of Budapest and Representation of EC in Hungary. It was a major event, which attracted thousands of Hungarian and EU citizens. Projection of the flash mob video and introduction of the CAMINO project encouraged sharing of the common values story and spreading of awareness of the CERV programme to a huge audience and this can have a potential knowledge multiplication effect in the long run</p> <p>The flashmob participants were students and members of artistic groups of the partner universities. Since the individual flash mob performances were organised in publicly accessible places either in city environment or in university campuses, passers-by could also join the captivating dance. The partners engaged professional choreographers to develop an emotional and impressive performance.</p> <p>The public premiere of the joint flash mob video was an emotional highlight during the European Day celebrations organised by the partner universities in their countries on 9 May 2024, and it was yet another opportunity to engage the audience in common rejoicing and share with them the common values captured in the performance – for example, Vilnius University prepared an extra street action – a theatrical improvisation involving passers-by in the flash mob activity.</p> <p>Altogether, 366 participants from 7 EU and 3 non-EU countries participated in the flash mob performances and their filming, thus the two core criteria for this WP – the number of participants and the number of countries – are fully met.</p> <p>The flash mob videos are available here: https://universities4culture.eu/en/events/gallery/eu20-flashmob-ode-to-joy/#c152455</p> <p>Please see CAMINO project social media accounts for more information:</p> <p>Camino Facebook: https://www.facebook.com/profile.php?id=61557032939638</p> <p>Camino Instagram: https://www.instagram.com/camino_project/</p> <p>Camino Youtube: https://www.youtube.com/channel/UCxx0Eu3OYym3HO-KGOeH77w</p>			

HISTORY OF CHANGES		
VERSION	PUBLICATION DATE	CHANGE
1.0	30.07.2024	Initial version (new MFF).